



Coventry University Students' Union

Job Description

Job Title:	Marketing and Communications Coordinator
Grade:	Grade 5
Department:	Communications and Creative
Location:	Coventry with responsibilities across other locations
Responsible to:	Marketing and Communications Manager

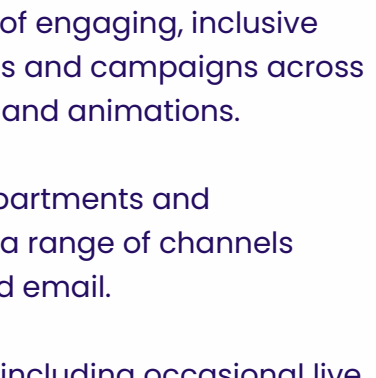
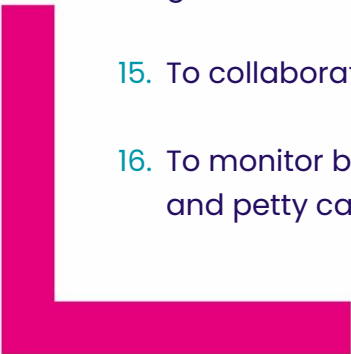
Purpose


To work with staff, officers, reps, student groups and students to develop student-led content and communications to engage audiences across Coventry University Students' Union ('SU') and the university group.

To diversify the breadth of the SU's content to cover a range of media and ensure published content is accurate, engaging, accessible and abides by relevant copyright and media law.

Main Duties and Responsibilities

1. To write, produce, edit, and publish relevant, timely and engaging content including social content (posts, reels, stories), web articles/blogs, interviews and other editorial content including email newsletters for the SU, its Commercial Services and its clients.
2. To provide training, support and resources to staff, officers and students to cultivate development of student-led content, particularly in terms of content suitability, accuracy, style, format, structure, and measuring engagement.

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3. To brief and support the Creative team with creation of engaging, inclusive and relevant assets that support key communications and campaigns across the SU, including print assets, digital graphics, videos and animations.
 4. To co-ordinate a content schedule and work with departments and contributors on content pipeline and delivery, across a range of channels including social media, the website, physical print and email.
 5. To propose stories and produce journalist coverage (including occasional live coverage) targeted to audience's preferences and relevant to students' lives.
 6. To liaise with student contributors to create user-generated content for web and social media.
 7. To liaise with University departments, including University Marketing and Communications, student communications and the press office.
 8. To collate analytics and feedback to improve the reach and quality of SU content.
 9. To proofread and edit content written by staff and officers, ensuring all public-facing content is of high quality and in the SU's tone of voice.
 10. To support the wider team with implementing the SU's communication strategy ensuring it is current, fit for purpose and inclusive.
 11. To ensure quality control checks are maintained and randomly review and fact check content, including ensuring content complies with media law, ethical standards, and our own equality and diversity policies.
 12. To support on PR content, press and media initiatives and editorial processes.
 13. To raise and promote the SU brand throughout the CU Group, to staff and students and externally within the local community.
 14. To ensure adherence to all SU communications and marketing brand guidelines.
 15. To collaborate with stakeholders in the curation of copy for websites.
 16. To monitor budget and income spends, and ensure purchase orders, invoices and petty cash claims are processed in line with financial regulations.

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17. To keep up to date with new technologies for communications.
 18. To act as supervisor to student staff and placement students where appropriate.

General Responsibilities

1. Any other duties reasonably required by the elected officers with agreement from the post holder's line manager.
2. To undertake relevant research/development projects as required from time to time.
3. To lead and participate in departmental and cross departmental projects as required following standardised PMU processes appropriate to grade.
4. To support and contribute to the Students' Union's communities, committees, societies, activities and campaigns as required.
5. To attend meetings, conferences and training events as may be reasonably required, including appropriate SU Committee meetings as directed by the post holder's line manager.
6. To work flexibly – this may at times include weekend and evenings.
7. To abide by the Students' Union's constitution, procedures, and policies at all times.
8. To be committed to the Students' Union's values by being helpful, inclusive and ethical.
9. To demonstrate a commitment to equality of opportunity and diversity, together with an understanding of how it operates within the responsibilities of the post.
10. To undertake any other duties commensurate with the grade range of the post.

I have read, understood, and agree to the above duties.

Signed:

Date:

Print Name:



Person Specification and Shortlisting Criteria

Marketing and Communications Coordinator

All applicants must have eligibility to work in the UK.

Shortlisting criteria and required experience:


This is the list of criteria that shortlisting for interview will be based on, please ensure that you demonstrate your skill / experience in these areas in your application questions and / or CV.

1. Minimum Level 4 qualification in Communications/Marketing (or relevant qualification e.g. HNC, HND or Degree) or equivalent work experience which is significant – Essential
2. Understanding of relevant media techniques, including web-based and social networks with knowledge of current trends and demonstrable experience on how to best apply them for maximum reach or engagement – Essential
3. Experience of marketing processes, including planning, curating content, scheduling, reviewing, and measuring performance – Essential
4. Experience of using social media in a professional setting, and proficiency with all Microsoft Office applications – Essential
5. Ability to produce quality content, including articles, and copy with tight deadlines – Essential
6. Experience of videography and photography – Desirable
7. Knowledge of copyright and media laws – Desirable
8. Understanding of Higher Education Organisation / Students' Unions or Membership Organisations – Desirable

Essential personal characteristics:

This is a list of personal characteristics that will be needed to be successful in the role. It is provided for your information to help you decide on whether the job role suits you and the skills that we will be keen to see demonstrated at interview.

- Excellent communication skills – verbal and written
- Excellent interpersonal skills and organisational skills
- A passion for creative writing
- A keen eye for detail and ability to proofread copy and design work
- Ability to work well across teams

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- Ability to deliver projects to fixed deadlines and work under pressure
 - Ability to work on your own initiative without close supervision
 - Good understanding and awareness of equal opportunity and diversity
 - Flexible approach to working hours

All staff are expected to comply with all Coventry University Students' Union's policies and procedures.

